

\$4,000,000 SPENT BY CITY ON SEWERS

Director Caven Details Work Already Done or to Be Put Under Contract

A BIG PROGRAM AHEAD

Millions of dollars' worth of work on main and branch sewers, which are so essential to the welfare and development of the city, were described by Director Caven today in a further announcement of the details of the constructive program of his department.

These particular expenditures were made under the direction of the chief of the Bureau of Sewers, which has entered into 332 contracts amounting to \$5,384,280. The Director said that 298 of these contracts had been completed at a cost of \$1,045,239.28.

Director Caven also announced that the Bureau of Water in carrying out a comprehensive program for the restoration and development of plants and improvement of the water supply, has entered into 120 contracts representing total expenditures and liabilities for this year of \$4,701,193.50.

Twenty-nine contracts for main sewers represent a total of \$2,422,000, of which a total of \$1,730,147.52 has been actually expended. The contracts for branch sewers total 281 and amount to \$2,571,798, of which \$1,492,128.12 has been actually expended. Other expenditures for work actually done are: Small bridges, \$115,858.10; sewage disposal, \$452,541.12; grade crossings, \$243,424.22. There is a sum of upward of \$700,000 for numerous miscellaneous contracts, for property damage and for payments to railroads on joint contracts.

Expenditures for the improvement and development of the water supply represent: Doubling the capacity of the plant and providing a reserve capacity at the Queen Lane pumping station, forty-five contracts; adding to the pumping and boiler capacity and consolidating the filtration and sedimentation facilities as a step for a larger volume of water for Chestnut Hill and Germantown of the Shawmont and Roxborough pumping station, thirteen contracts; reorganizing the pumping station and installing emergency supply mains at the Torresdale filters, seventeen contracts; for general improvement of the plant, freighting and new equipment at Lardners Point pumping station, seventeen contracts; and adding to the existing pumping and filtration capacity and improving the quality of the water at the Belmont filtration and pumping station, eight contracts.

Other expenditures for work on the water supply program were for distributing mains, for installation of the repair shop and for Fairmount Dam.

These expenditures in the Sewer and Water Bureau, representing about \$10,000,000 in contracts, are in addition to the total of a similar sum for contracts in the Highway Bureau.

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Mr. E. L. Schwedler will have all our goods for our spring and summer catalog Wednesday and Thursday in Philadelphia—Write B 466, Ledger Office, or phone Walnut 2529 between one and two P. M. both days.

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A Frank Statement

of

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November Selling Plans

Buy Now— Pay in January

The usual bill will be sent December first, for purposes of adjustment if errors appear, but payment is not really asked until January.



HERE is no need for secrets in modern business, and that business prospers into greatest helpfulness to the public that sets forth its case most simply and clearly.

If underlying plans are well laid, a business develops step by step, almost unnoticeably better day by day—as viewed by the daily visitor—until it emerges into an almost new being.

The White Horse pike was rebuilt, here and there, with gaps very provokingly left, but working to a plan, until finally the great roadway to the sea was completed.

In Delaware, the great highway given the State by General du Pont is in the same way piece-mealing itself into what will be the greatest piece of road in the United States—a streak of smoothness the whole length of the State.

Year after year this business has been working toward an ideal—to be in every way the very best store in Philadelphia.

It wasn't enough to lead in a few lines—though every unit of leadership was helping on the ideal. Outposts had to be established here and there over the earth—that has been a twenty-year task, and still to be extended. Our importance to manufacturers had to be increased—we've had to promote sales to accomplish that. Our three stores—here and in New York and Milwaukee—have been driven full speed ahead—and a year or more ago we joined buying forces with another group of stores; all in the drive for purchasing power.

This Group of Stores Has an Annual Output of a Hundred and Forty Million Dollars

Now, the millions in Pennsylvania Railroad investment; the skill of its men and the amplitude of safety devices is

only a picture to you as stated in figures. Its real interest to the individual, to you, rests in the fact that it offers swift and safe transportation wherever you desire to go.

All that the Gimbel organization has done—all that its immense output means to you, if it is to mean anything—is the assurance that you can best be served here in your daily shopping.

One thing you must have—and that is satisfying assortments from which to choose—here in fair supply to meet the instant needs of a large city. Great stocks have been part of the Store's development—and we confidently believe that—

The Gimbel Store Has the Largest Collection of Goods in Philadelphia

Value-giving has been the winning thing in the whole plan, offering you—

- Choice from immense stocks.
 - Choice from stocks where any selection is safely good.
 - Choice of millinery and garments where styles ring true.
 - Men's clothing—and boys'—where intrinsic quality is joined with good fashion.
 - Shoes on a peace-basis of price and of undoubted quality—
- and all at prices as low as our wit and work and capital can give.

It isn't easy to build a big thing, or to rock-rib any success. The public has to be won by appeal to its judgment and its personal interest. It isn't easy.

When Westinghouse took his discovered air brake to the president of the New York Central Railroad, even the astute Vanderbilt wasn't to be won over—hadn't any time to waste on fool

schemes. The Pennsylvania Railroad was at last convinced that there was something in it—and it was first put on a road the Pennsy didn't then own.

A man has made it possible to double the good-appearance endurance of a shirt by putting extra buttonholes in the cuff, so that the edge exposed to wear is frequently changed. Uncle Sam gave him a patent on it—and it in nowise makes the shirt freakish. It really "doesn't show," but when, to help the inventor, we offered the shirts at average half price—splendid silk shirts—we sold less than five thousand dollars' in a day. It isn't easy.

The institution that looms large today represents work and planning before which too many people quail.

- The air brake won.
- The telephone won.
- The Victor Talking Machine won.
- The automobile won.
- Gimbels won.

The quality of study and work that has built this business has kept it growing—October, despite pessimists, brought a vast increase in business. That of itself doesn't interest you, but this does—

"If Gimbels can keep on increasing business, then there is business to be had through effort."

"If so many thousand people buy regularly at Gimbels they must be getting best returns for money spent."

"Does it concern me to be sure of having the best for my money?—the best in intrinsic value, fashion and desirability?"

To Drive Business Even Harder, We Propose to Start January Reduction Sales right now—to lessen our stocks by two million dollars this month—preparing for further, harder driving of business. We Can Only Win by Value-Giving.